B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

First Semester

Part I – Business Administration

தமிழ்ச் செம்மொழியும் வணிக மடல்களும்

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

பகுதி அ   (10 × 2 = 20)

அனைத்து கேள்விகட்கும் விடை தருக.

1.   மொழிக்குடும்பம் – வரையறு.

2.   இந்தியச் செம்மொழிகள் சிலவற்றை குறிப்பிடுக.

3.   வணிகக் கடிதங்களின் முக்கியத்துவம் என்ன?

4.   வணிகக் கடிதங்களின் வகைகளை குறிப்பிடுக.

5.   விசாரணைக் கடிதங்கள் என்பன என்ன?

6.   ஆணையுறு – பொருள் தருக.

7.   சுற்றுச்கடிதங்களின் நோக்கம் என்ன?

8.   விற்பனைக் கடிதங்கள் – வரையறு.

9.   காப்பீட்டின் முக்கியத்துவம் என்ன?

10.   விண்ணப்பக் கடிதத்தின் வகைகளை குறிப்பிடுக.

அனைத்து கேள்விகட்கும் விடை தருக.

11. (அ) செம்மொழித் தகுதிகள் யாவை?

(அல்லது)

(ஆ) தமிழின் தொன்மை குறித்து எழுதுக.

12. (அ) வணிகக்கடிதங்களின் அடிப்படைக் கூறுகள் யாவை?

(அல்லது)

(ஆ) வணிகக்கடிதங்களின் நோக்கங்களை வரிசைப்படுத்துக.

13. (அ) முனைவுக்கடிதங்கள் – குறிப்பு வரைக.

(அல்லது)

(ஆ) புகார்களுக்கான காரணங்கள் யாவை?

14. (அ) மாதிரி சுற்றுக்கடிதம் இரண்டு வரைக.

(அல்லது)

(ஆ) விற்பனைக் கடிதங்கதீள் எழுதும்போது கருத்தில் கொள்ளப்பட வேண்டியவை யாவை?

15. (அ) காப்பீட்டின் அடிப்படைத்தத்துவங்களை பட்டியலிடுக.

(அல்லது)

(ஆ) உனது தெருவிளக்கு எரியாததை பலமுறை மின்சார வாரியத்திற்கு சுட்டிக்காட்டியும் நடவடிக்கை எடுக்கப்படாதது குறித்து தினமலர் பத்திரிகை ஆசிரியருக்கு கடிதம் ஒன்று வரைக.

A–9714

ஏதேனும் மூன்று வினாக்களுக்கு விடை தருக.

16. தமிழின் சிறப்பியல்புகளை தொகுத்து வழங்குக.

17. வணிகக் கடிதங்களின் பொது அமைப்பை விவரி.

18. வணிகர் ஒருவர் உனக்கு அளிக்க வேண்டிய நிலுவைத் தொகையினை நினைவுறுத்தி கடிதம் ஒன்று வரைக.

19. புதிய பிரதி எடுக்கும் இயந்திரம் ஒன்றை அறிமுகப்படுத்தி விற்பனைக் கடிதம் ஒன்று தயார் செய்க.

20. வேலை வேண்டி விண்ணப்பக் கடிதம் ஒன்று தயாரிக்க.

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B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Second Semester

Part I – Business Administration

அலுவலக மேலாண்மை

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

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பகுதி அ $(10 \times 2 = 20)$

அனைத்து வினாக்களுக்கும் விடை தருக.

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1. அலுவலக மேலாண்மை என்றால் என்ன?

2. அலுவலகம் என்றால் என்ன?

3. உரிமை ஒப்படைப்பு என்றால் என்ன?

4. புறநகர்ப் பகுதிகள் என்பன யாவை?

5. தகவல் தொடர்பு என்றால் என்ன?

6. தகவல் தொடர்பு சாதனைங்களை கூறுக.

7. அஞ்சல்களின் வகைகள் யாவை?

8. உள்வரும் அஞ்சல்கள் யாவை?

9. கோப்பிடுதல் என்றால் என்ன?

10. படிப்பெருக்கிகள் என்பன யாவை?

அனைத்து வினாக்களுக்கும் விடை தருக.

11. (அ) அலுவலக மேலாண்மைப் பணிகளை சுருக்கமாக விவரி.

(அல்லது)

(ஆ) அமைப்பு முறைக் கோட்பாடுகளைத் தருக.

12. (அ) அலுவலக அமைப்புத் திட்டத்தின் நோக்கங்கள் யாவை?

(அல்லது)

(ஆ) அலுவலக இடத்தேர்வு பற்றி விளக்குக.

13. (அ) தகவல் தொடர்பின் வகைகளைக் கூறுக.

(அல்லது)

(ஆ) எழுத்துத் தகவல் தொடர்பின் சிறப்புகள் யாவை?

14. (அ) மையக் கடிதப்போக்குவரத்தின் நன்மை, தீமைகள் யாவை?

(அல்லது)

(ஆ) அலுவலகப் படிவத்தின் சிறப்பியல்புகள் யாவை?

15. (அ) கணக்கிடும் கருவிகளின் பல்வேறு வகைகளை விளக்குக.

(அல்லது)

(ஆ) கோப்பிடுதலின் பணிகளை சுருக்கமாக விவரி.

A–9715

ஏதேனும் <u>மூன்று</u> வினாக்களுக்கும் அளவில் விடை தருக.

16. அலுவலக மேலாளரின் மேலாண்மைப் பணிகளையும் கடமைகளையும் விவரி.

17. அலுவலக இட அமைப்புக்கான காரணிகள் யாவை?

18. தகவல் தொடர்பு சாதனங்களை விளக்குக.

19. அஞ்சல் நடைமுறையை அமைத்தலில் உள்ள பல்வேறு கட்டங்களையும் சுருக்கமாக விவரி.

20. அலுவலகக் கருவிகளின் நன்மை, தீமைகளைத் தருக.

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A–9715

B.B.A DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

First Semester

Part II—Business Administration

BUSINESS ENGLISH

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Distinguish between simple present tense and present perfect tense.

2. What do you mean by active voice?

3. What is meant by business letters?

4. Define the term salutation.

5. How does an appointment order differ from an interview call letter?

6. What is the purpose of giving references in a job application?

7. What is a 'memo'?

8. State the required content of a promotion letter.

9.   Define Advertisement.

10.   State the structure of an Advertisement copy.

Part B   (5 × 5 = 25)

Answer **all** questions.

11.   (a)   Explain the functional categories of a paragraph.

Or

(b)   What are the points to be remembered while you develop a story from a given outline?

12.   (a)   Discuss the functions of a modern business letter.

Or

(b)   State the essential qualities of a business letter.

13.   (a)   Prepare your own bio-data to attach with a job application.

Or

(b)   Write a letter to the candidate who have applied for the post of accounts clerk to appear for an interview.

14.   (a)   What are the purposes of office circulars?

Or

(b)   Draft a letter of confirmation.

15.   (a)   List out the characteristics of an Advertisement copy.

Or

(b)   Give the guidelines in managing e-mails.

2   **A–9716**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the different forms of future tense with suitable examples.

17. Draft a complaint letter to your supplier pointing out the poor quality of cloth sent by them.

18. Write a letter to the editor of a news paper giving your views on the problem of Unemployment.

19. Draft a letter of Resignation stating your inability to continue with the present job.

20. Explain the different types of Advertisement copy.

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B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Second Semester

Part –II Business Administration

BUSINESS REPORT WRITING

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is business report?

2. What is meant by formal report?

3. State two major roles of a company secretary.

4. What is meant by routine report?

5. Write any two importance of minutes of a meeting.

6. Define minutes.

7. What is adhoc committee?

8. Define PRO.

9. Define market report.

10. What is a press release?

Part B   (5 × 5 = 25)

Answer **all** the questions, choosing either (a) or (b).

11. (a) What are the various characteristics of a business report.

Or

(b) Explain the need and importance of report writing.

12. (a) What are the various points to be considered in writing a individual report?

Or

(b) Write a chairman's report on business and economy.

13. (a) What are the objectives of holding a GM?

Or

(b) What are the contents of minutes?

14. (a) List out the need and importance of public relations department.

Or

(b) What are the various steps involved in précis writing.

15. (a) How to organize a press conference?

Or

(b) Prepare a market report to know the marketing conditions of the baby foods products.

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. Explain the structure of a business report in detail.

17. Present the report of the sub committee on the code of conduct and leave rule of the employees of the company.

2   A–9876

18. Draft a specimen for an agenda.

19. List the role of PRO in maintaining the external and internal relations.

20. Explain the need and importance of press release.

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A–9876

B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

First Semester

Business Administration

ENVIRONMENT OF BUSINESS

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is the importance of business environment?

2.   Mention the external factors that affect business environment.

3.   Define the term values.

4.   What do you mean by business ethics?

5.   What is meant by technological environment?

6.   State any two government policies that help to develop business in India.

7.   What do you mean by the term FDI?

8.   Define the term per capita income.

9. In which year consumer protection act was constituted?

10. What do you mean by FEMA?

Part B (5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Briefly explain the various non-economic environments.

Or

(b) Explain the impact of social environment on business decisions.

12. (a) Write a note on the social responsibilities of business.

Or

(b) How does foreign culture differ from domestic culture? Explain.

13. (a) What are the demerits of technology import?

Or

(b) Explain the factors to be considered before choosing an appropriate technology.

14. (a) How does population have an impact on business?

Or

(b) What are the disadvantages due to the entry of multi-national corporations?

15. (a) Write a note on Trade-marks Act.

Or

(b) Explain the opposition proceedings in granting patents.

A–9991

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Describe the internal factors that affect a business.

17. Discuss the various social attitudes which are relevant to business.

18. Briefly explain the impact of technology on business.

19. Explain the role of fiscal policy in the development of business in India.

20. Describe the licensing procedure for new industrial under takings as per Industries Development and Regulations Act.

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B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary / Improvement / Arrear Examinations

First Semester

Business Administration

FINANCIAL ACCOUNTING

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is Double Entry System?

2.   What is Business Entity concept?

3.   What is Long term Liability?

4.   What is Balance Sheet?

5.   What is Real Account?

6.   What is Single Entry System?

7.   What is Non-Trading concern?

8.   What is Deferred Revenue Expenditure?

9.   Define: Depreciation.

10. What is Fixed Installment Method of Depreciation?

Part B   (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Define Accounting. Bring out its limitations.

Or

(b) Explain the accounting concepts and its features.

12. (a) What are the main characteristics of final accounts?

Or

(b) From the information given below, prepare Trading Account.

Opening Stock Rs. 2,00,000

Purchases Rs. 2.50,000

Purchase Returns Rs. 35,000

Direct Expenses Rs. 20,000

Carriage inwards Rs. 7,000

Sales Rs. 6,00,000

Closing Stock Rs. 40,000

13. (a) Distinguish between Single entry system and Double entry system.

Or

       A–9992

(b)   Mr. Babin books on single entry system gives you the following information:

	1st Jan. 2000	31st Dec. 2000
	Rs.	Rs.
Stock in trade	36,000	38,000
Cash in hand	5,000	6,000
Cash at bank	2,000	3,000
Furniture	5,000	7,000
Sundry debtors	31,000	40,000
Creditors	7,000	9,000

He has taken Rs. 8,000 to meet his personal expenses. Calculate the profit or loss for the year 2000.

14.   (a)   Distinguish between trading and non-trading concerns.

Or

(b)   From the following information prepare Receipts and Payments Account.

Business expenses	Rs. 22,000
Fire Insurance	Rs. 13,500
Furniture purchased	Rs. 14,000
Salaries payable	Rs. 32,000
Advertising Expenses	Rs. 14,000

3   **A–9992**

Paid to creditors	Rs. 40,000
Wages paid	Rs. 26,000
Rent received	Rs. 14,200
Entrance fees received	Rs. 32,000
Investment purchased	Rs. 28,000
Cash balance at close	Rs. 12,800

15. (a) TATA & Co. purchased a machine for Rs. 30,000 1st Jan 2006. They spent Rs. 5,000 on its installation. Depreciation is written off @ 10% p.a on original cost. Prepare machine account. Assume that accounts are closed on 31st December every year.

Or

(b) What are the merits and demerits of Diminishing Balance Method of Depreciation?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain various Concepts and Conventions of Financial Accounting.

17. Prepare Trading and Profit & Loss a/c for the year ending 31.12.2015 and Balance Sheet as on that date

Particulars	Dr. (Rs.)	Cr. (Rs.)
Capital		1,50,000
Drawings	10,000	
Salaries	10,000	
Sales		2,50,000
Cash in hand	50,000	
Wages	20,000	

4

A–9992

Particulars	Dr. (Rs.)	Cr. (Rs.)
Purchases	70,000	
Opening Stock	10,000	
Sundry Creditors		25,000
Machinery	2,00,000	
Sundry Debtors	55,000	
Rent	5,000	
Commission		3,000
Interest		2,000
	4,30,000	4,30,000

Adjustments:- (a) Closing stock Rs. 18,000 (b) Interest on capital at Rs. 8,000 (c) Interest on Drawings Rs. 400 (d) Salaries outstanding Rs. 1,000 (e) Rent prepaid Rs. 2,000 (f) Depreciate Machinery 5% (g) Commission accrued Rs. 2,000 (h) Interest received in advance Rs. 2,000.

18. Distinguish between Statement of Affairs and Balance Sheet.

19. Calculate Debtor's balance at the end.

Open debtors Rs. 40,000, Total Sales Rs. 1,60,000, Cash Sales Rs. 20,000, Cash received from customers Rs. 60,000, Bad debts Rs. 4,000, Return inward Rs. 1,000, Bills received from customers Rs. 18,000.

A–9992

20. A machine lease worth Rs. 1,00,000 is to be depreciated by Annuity system, the unwritten balance of the asset bearing interest at 5%. The annual amount to be written off as shown by the Annuity table is Rs. 6,929.24. Prepare lease account by using Annuity method of depreciation for five years.

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A–9992

A–9993	Sub. Code
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B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary / Improvement / Arrear Examinations

Second Semester

Business Administration

PRINCIPLES OF MANAGEMENT

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is conceptual skill?

2. What is authority and responsibility?

3. What do you mean by forecasting?

4. What is programmed decision?

5. What is 'staff authority'?

6. Can informal groups be abolished?

7. What are hygiene factors in Herzberg's theory?

8. What is 'Role Playing'?

9. What is the relationship between planning and controlling?

10. What are the features of coordination?

Part B (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the differences between administration and management?

Or

(b) Write a note on different functional areas of management.

12. (a) Explain the merits and demerits of planning.

Or

(b) What are the features of MBO?

13. (a) Distinguish between formal groups and informal groups.

Or

(b) What are informal groups? Why does it exists in an organization?

14. (a) What are the financial and non-financial motivational techniques?

Or

(b) Briefly explain the different methods of training.

15. (a) Explain the need and importance of controlling in organization.

Or

(b) Discuss the various methods of coordination.

A–9993

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss the contribution made by Henry Fayol.

17. Examine the various steps in decision making.

18. Examine the functioning, advantages and disadvantages of line and staff organization.

19. Compare and contrast Maslow's theory and Herzberg's theory of motivation.

20. "Controlling ensures an efficient performance of other managerial functions" – Justify.

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B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary / Improvement / Arrear Examinations

Second Semester

Business Administration

COST ACCOUNTING

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is cost analysis?

2. Define cost unit.

3. What do you mean by material control?

4. What is the purpose of using BIN card?

5. Describe the term overtime wages.

6. List out any four monetary benefits payable to -workers.

7. Give the meaning of overheads.

8. What is meant by Absorption of overheads?

9. What is output costing?

10. Define Tenders.

Part B $(5 \times 5 = 25)$

Answer **all** questions, choosing either (a) or (b).

11. (a) State the objectives of Cost Accounting.

Or

(b) Distinguish between variable and semi-variable cost.

12. (a) How is centralised purchasing superior to decentralised purchasing?

Or

(b) Given the annual consumption of a material is 1800 units, ordering costs are Rs. 2 per order, price per unit of material is 32 paise and storage costs are 25 % per annum of stock value, find the Economic Order Quantity.

13. (a) What do you mean by fringe benefits ? Do they form part of labour cost?

Or

(b) How are wages calculated under Halsey Premium system?

14. (a) What is element - wise classification of overheads?

Or

(b) Distinguish between machine hour rate and comprehensive machine hour rate.

15. (a) What are the advantages of a cost sheet?

Or

(b) Describe the main features of unit co sting.

2   A–9994

Part C $(3 \times 10 = 30)$

Answer any **three** questions.

16. Explain the various elements of cost.

17. The annual accounts of a trading company are to be made upto December 31. But it was not possible to carry out a stock taking until January 5 at which date the stock was valued at cost at Rs. 68567. The following transactions took place between 1ˢᵗ and 5ᵗʰ January.

	Rs.
Goods received	4,600
Goods returned	200
Sales	10,500
Returns by customers	625

The rate of gross profit is 25% of cost.

Prepare a statement to show the valuation of stock as at December 31.

18. Calculate the earnings of a worker from the following information as under:

(a) Time rate method   (b) Piece rate method (c) Halsey plan and   (d) Rowan plan.

Information given : Standard time   30 hours

Time taken   20 hours

Hourly rate of wages is Re. 1 per hour plus a dearness allowance @ 50 paise per hour worked.

19. Enumerate the different classifications of overheads.

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A–9994

20. The accounts of Pleasant Company Ltd. show for 2011:

Material Rs. 3,50,000; Labour Rs. 2,70,000; Factory overheads Rs. 81,000 and Administration overheads Rs. 56,080.

What price should the company quote for a refrigerator? It is estimated that Rs. 1,000 in material and Rs.700 in labour will be required for one refrigerator. Absorb factory overheads on the basis of labour and administration overheads on the basis of works cost. A profit of 12.5 % on selling price is required.

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A–9994

B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Third Semester

Business Administration

ORGANISATIONAL BEHAVIOUR

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Organizational Behaviour.

2. What do you mean by individual behaviour?

3. Define the term Personality.

4. What is Perception?

5. Give the meaning of communication.

6. What do you mean by leadership?

7. What is conflict?

8. Define stress.

9. What is meant by Organizational change?

10. State the main objective of OD.

Part B (5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Briefly explain the scope of organizational behaviour.

    Or

    (b) What causes individual behavior?

12. (a) Describe the determinants of personality.

    Or

    (b) Discuss the factors influencing perception.

13. (a) State the functions of communication.

    Or

    (b) Explain Managerial Grid.

14. (a) Explain the negotiation process.

    Or

    (b) How does stress affect the individual behaviour?

15. (a) Discuss the need for organizational change.

    Or

    (b) List out the basic assumptions of OD.

2 **A–9995**

Part C $(3 \times 10 = 30)$

Answer any **three** questions.

16. Explain the characteristics of a Group.

17. Describe the various personality traits.

18. Explain the different types of leadership styles.

19. What are the sources of stress? Explain.

20. Explain the OD interventions briefly.

3   **A–9995**

B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary / Improvement / Arrear Examinations

Third Semester

Business Administration

BUSINESS STATISTICS

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is Statistics?

2.   Define histogram.

3.   The following are the heights of 10 students in a class: 158, 162, 168, 160, 161, 159, 165, 156, 161, 160. Find the mean height of the students.

4.   Express mode in terms of mean and median.

5.   What do you understand by dispersion?

6.   How to calculate coefficient of range?

7.   Define positive correlation.

8.   What are the uses of regression lines?

9.   What do you mean by an Index number?

10.   State any two methods of estimating Trend.

Answer **all** questions.

11. (a) What are the limitations of statistics?

Or

(b) Give an account of various charts that may be used for conveying statistical information.

12. (a) What are the objectives of Average?

Or

(b) Calculate the Geometric mean from the following data:

Size :   6   7   8   9   10   11   12

Frequency :   8   12   18   26   16   12   8

13. (a) Calculate mean deviation from mean of the following data:

x :   2   4   6   8   10

f :   1   4   6   4   1

Or

(b) State the uses of dispersion.

14. (a) What is correlation? Explain the significance of correlation.

Or

(b) Find out the correlation co-efficient from the following data:

x :   3   5   6   7   9   12

y :   20   14   12   10   9   7

     A–9996

15. (a) Explain the problems involved in the construction of index numbers.

Or

(b) Calculate the three year moving average for the following data:

Year :	1995	1996	1997	1998	1999	2000	2001	2002
Output of TV's ('000 units)	30	62	74	88	96	85	98	102

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. Draw a pie diagram for the following data relating to areas under different food crops:

Food corps :	Rice	Wheat	Barley	Jawar	Bajra	Maize	Others
Areas (in lakh acres):	8	8	4	2	2	5	11

17. Calculate mean and median from the following data:

Class:	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency:	5	8	12	20	10	8	7

18. Explain the different measures of dispersion with their merits and demerits.

19. From the following data, find the regression equation which you think to be fit.

Age:	56	42	72	36	63	47	55	49	38
Blood pressure:	147	125	160	118	149	128	150	145	115

3   **A–9996**

20. From the following information, construct the following indices:

   (a) Laspeyre's Index

   (b) Paasche's Index and

   (c) Fisher's Index

Commodity	P_0	Q_0	P_1	Q_1
1	15	14	18	10
2	16	18	19	15
3	19	35	25	20
4	24	39	29	30
5	21	40	25	35
6	16	31	18	25

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A–9996

B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary / Improvement / Arrear Examinations

Third Semester

Business Administration

COMPUTER APPLICATIONS IN BUSINESS – I

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What do you mean by high level language?

2.   Distinguish between RAM and ROM.

3.   What do you mean by mail merge?

4.   What is known as title bar?

5.   What is MS PowerPoint?

6.   What is the purpose of Power point?

7.   What do you mean by spread sheet?

8.   What is known as formatting of work sheet?

9.   Define the term intranet.

10. Expand the term HTTP.

Part B (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the basics of a computer.

Or

(b) What are the functionalities of a computer?

12. (a) Explain the features of MS Word.

Or

(b) How do you do grammar check using MS Word?

13. (a) How do you launch MS PowerPoint? Explain.

Or

(b) Explain the procedure for inserting picture in a PowerPoint presentation.

14. (a) Explain the procedure to open an existing excel file named dartblue.xls.

Or

(b) What are the main functions of MS Excel?

15. (a) What are the basic steps in an FTP session?

Or

(b) Explain different types of internet connections.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain different kinds of output devices.

17. Discuss about the various tools used in MS Word.

2 **A–9997**

18. Describe the applications of MS PowerPoint.

19. Explain the steps involved in entering formula in MS-Excel.

20. Discuss the limitations of internet.

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A–9997

B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Fourth Semester

Business Administration

OPERATIONS MANAGEMENT

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Give two merits of sub urban location.

2.   What are the symptoms of bad layout?

3.   What is SIMO chart?

4.   Define work Measurement.

5.   Define PPC.

6.   What is Production scheduling?

7.   Define Range Chart.

8.   What is Quality circle?

9.   Define Automation principle.

10.   What is maximum stock level?

Part B $(5 \times 5 = 25)$

Answer **all** questions, choosing either (a) or (b).

11. (a) State the objectives and functions of operations management.

Or

(b) Explain in detail the various principles of plant layout.

12. (a) Explain in detail about Two-handed process chart and Man Machine chart.

Or

(b) Write a note on the scope of method study.

13. (a) Describe the uses of material requirement planning.

Or

(b) Explain in detail the different stages involved in PPC.

14. (a) State the objectives and functions of Inspection.

Or

(b) Explain about the various control charts in detail.

15. (a) State the benefits of scientific store keeping.

Or

(b) Discuss material management as an operating function.

2   **A–9998**

Answer any **three** questions.

16. Explain the different types of plant layout in detail.

17. Explain in detail the influence of method and time study in production activities.

18. What are the various types of material handling equipment? Explain.

19. Explain about the various objectives and functions of Inspection.

20. Discuss the functional areas of materials management.

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B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary / Improvement / Arrear Examinations

Fourth Semester

Business Administration

MARKETING MANAGEMENT

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What are demographic variables in marketing?

2. Define selling concept in marketing.

3. What are consumables?

4. Define consumer perception.

5. Who are called laggards?

6. What is product assortment?

7. What is psychological pricing?

8. What do you mean by one level distribution?

9. What do you mean by sales promotion? Give two techniques.

10. What is 'prospecting' in selling process?

Part B $(5 \times 5 = 25)$

Answer **all** questions, choosing either (a) or (b).

11. (a) What is market environment? What are the implications of environment changes on marketing?

Or

(b) Examine the functions of a marketing manager and Sales Manager of an automobile company.

12. (a) What are the bases for segmenting industrial goods?

Or

(b) What are the factors that determines consumer behavior?

13. (a) What is branding? What are the prerequisites of a good brand name?

Or

(b) Examine the various marketing strategies that you would make during the saturation stage of a product life cycle.

14. (a) What are the various objective of pricing? Explain the different strategies for pricing.

Or

(b) What do you mean by distribution network? Examine the importance of engaging Distribution members.

15. (a) Write short note on sales forecasting methods.

Or

(b) Differentiate between advertising and personal selling.

2   **A–9999**

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. What are the different methods used for market environment analysis? Explain any one method in detail.

17. What are the various elements in marketing mix? Discuss the importance of each element in brief.

18. Explain the various stages in new product development.

19. What are the different types of channel members? Explain their functions.

20. Explain the procedure in selling process using the AIDA model.

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      A–9999

B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary / Improvement / Arrear Examinations

Fourth Semester

Business Administration

COMPUTER APPLICATIONS IN BUSINESS – II

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Inventory.

2.   Explain the features of accounting.

3.   What is a capital?

4.   What do you mean by foreign exchange?

5.   What is a voucher?

6.   Explain Inventory Allocation.

7.   What is cash flow?

8.   Explain optional voucher.

9.   What is stock summary?

10. Explain the term reconciliation.

Part B (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Differentiate between sales order and purchase order.

Or

(b) Explain the golden rules of accounts.

12. (a) What do you mean by budgeting?

Or

(b) Write down different types of vouchers.

13. (a) What is meant by voucher entry?

Or

(b) Explain different types of invoices.

14. (a) Differentiate between inventory reports and inventory statements.

Or

(b) Explain Trial Balance with an example.

15. (a) Differentiate between data backup and data restore.

Or

(b) Write a note on Security Control.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the role of computers in accounting.

17. Write down the steps in single stock group creation in detail.

A–10000

18. Prepare an imaginary Balance Sheet for a textile unit.

19. Write down various types of printing configuration.

20. Explain the procedure for exchange and merge of data in Tally.

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A–10000

B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Fourth Semester

Business Administration

BUSINESS MATHEMATICS

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. What is the distance between the points (5, –3) and (1, –4)?

2. Find the slope of the lines joining the points (3. 2) and (–4, 3).

3. Give the definition of Set.

4. What is equality of sets?

5. Find the derivative of $x^2 + 1 - \dfrac{1}{x^2}$.

6. State the product rule of differentiation.

7. Write the criterion for minims.

8. What is integration?

9. Find the order of the matrix $\begin{bmatrix} 2 & 3 & 1 \\ 1 & 4 & 9 \end{bmatrix}$.

10. What do you mean by rank of a matrix?

<center>**Part B** (5 × 5 = 25)</center>

<center>Answer **all** questions.</center>

11. (a) Show that the points (1, 1), (3, –2) and (5, –5) are collinear using the concept slope of the line.

<center>Or</center>

(b) Discuss the applications of break even analysis.

12. (a) If $A = \{5,6,7,8,9\}$; $B = \{2,4,6,8,10,12\}$ and $C = \{3,6,9,12\}$, verify that $A \cup (B \cap C) = (A \cup B) \cap (A \cup C)$.

<center>Or</center>

(b) Illustrate De Morgan's Law with suitable example.

13. (a) If $y = \dfrac{3x^3 + 2x^2 + 5x}{2x^2 - 3x + 3}$, find $\dfrac{dy}{dx}$

<center>Or</center>

(b) If C is the total cost for producing x units of a product and the average cost function is given by $0.007x^2 - 0.05x + 3 + \dfrac{2000}{x}$, find the marginal cost function.

<center>2</center>

14. (a) Find the maximum and minimum values of the function $Y = 2x^3 + 5x^2 - 4x + 7$.

Or

(b) Evaluate $\int (8 - 6x - x^2 + 3x^3)\, dx$.

15. (a) Explain the different types of matrices.

Or

(b) If $X = \begin{pmatrix} 4 & 3 & 1 \\ 2 & 5 & 3 \end{pmatrix}$ and $Y = \begin{pmatrix} 5 & 7 & 2 \\ 1 & 3 & 4 \end{pmatrix}$, find the value of $2X + 3Y$.

Part C $(3 \times 10 = 30)$

Answer any **three** questions.

16. (a) Find the equation of the line passing through the points (2, 5) and (–3, 2).

(b) Find the equation of the line whose intercepts on the x-axis and y-axis are 3 and –4.

17. In an university, there are 1250 research scholars. Out of them 300 do not select their area of research, 675 select marketing area and 450 students select finance area. Find how many students select their area of research involving both marketing and finance. Solve the problem using Venn-diagram.

18. A certain manufacturing concern has the total cost function $C = 15 + 9x - 6x^2 + x^3$ where x is the quantity produced. Find the optimal production quantity minimizing the cost.

3   A–10001

19. The marginal cost $= 6 + 0.05x$ and the marginal revenue $= 15$. Find the total revenue, total cost and the total profit. Assume that there is no fixed cost.

20. Find the inverse of the matrix $A = \begin{bmatrix} 6 & 4 & 3 \\ 3 & 2 & 5 \\ 7 & 3 & 1 \end{bmatrix}$.

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A–10001

A–10002	Sub. Code
	4BBA5C1

B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary / Improvement / Arrear Examinations

Fifth Semester

Business Administration

MARKETING RESEARCH

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is marketing research?

2.   Give the name of few marketing research agencies.

3.   What do you mean by research design?

4.   What is exploratory research?

5.   Define data.

6.   What is meant by a questionnaire?

7.   Distinguish between census and sampling.

8.   Define attitude.

9.   What is test marketing?

10.   What do you mean by consumer research?

Part B $(5 \times 5 = 25)$

Answer **all** questions, choosing either (a) or (b).

11. (a) Why is marketing research important?

Or

(b) List out the limitations of marketing research.

12. (a) Describe the application of scientific methods in marketing research.

Or

(b) Write a note on experimental research.

13. (a) Describe the observation method of data collection.

Or

(b) State the advantages of secondary data.

14. (a) State the reasons for sampling.

Or

(b) What is classification and tabulation of data?

15. (a) Discuss the significance of product research.

Or

(b) Write a note on sales analysis research.

Part C $(3 \times 10 = 30)$

Answer any **three** questions.

16. Explain the applications of marketing research.

17. Describe the marketing research procedure.

2   A–10002

18. Briefly explain the steps in drafting a questionnaire.

19. Explain the sampling methods.

20. Explain the techniques of motivation research.

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A–10002

B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Fifth Semester

Business Administration

MANAGEMENT ACCOUNTING

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is meant by trend analysis?

2.   Write any two advantages of management Accounting.

3.   State the objectives of Ratio analysis.

4.   Write the formula for current ratio.

5.   Define Fund flow statement.

6.   Brief about Margin of safety.

7.   What are the major sources of cash inflow?

8.   What is Break-Even point?

9.   Write the types of Standards.

10. What is meant by variance?

Part B (5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Distinguish between management Accounting and cost Accounting.

Or

(b) Discuss about the parties interested in financial statement analysis.

12. (a) Explain the Long term solvency Ratio's with formula?

Or

(b) From the following information find out the current Ratio:

	Rs.
Equity capital	1,50,000
Sundry Creditors	49,000
Fixed Assets	1,62,000
Stock	22,000
Debtors	51,000
Bills Receivables	2,000
Bank	12,000

13. (a) Describe the uses of fund flow statement.

Or

A–10003

(b) From eth following balance sheet of a company as on Dec 31,2015 and 2016, calculate cash from operation.

Liabilities	2015	2016	Assets	2015	2016
Share capital	1,20,000	1,50,000	Buildings	65,000	65,000
Profit and Loss A/c	45,000	65,000	Machinery	90,000	1,20,000
Sundry creditors	30,000	22,000	Stock	20,000	15,000
outstanding expenses	1,200	400	Debtors	18,000	20,000
Bills payable	18,000	22,000	Cash at Bank	17,000	32,300
			Cash in hand	4,200	7,100
	2,14,200	2,59,400		2,14,200	2,59,400

14. (a) Explain the Applications of marginal costing.

Or

(b) Calculate the Break-even point from the following variable cost per unit Rs. 15

Fixed cost Rs. 54,000

Selling Price per unit Rs. 20.

15. (a) Describe the Advantages of standard costing.

Or

(b) Product X requires 20 kgs of material at Rs 4 per kg. The actual consumption of material for the manufacturing of product X came to 24 kgs of material at Rs. 4.50 per kg.

Calculate the material variances.

3   A–10003

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the functions of management Accounting.

17. Describe the Dupont control chart.

18. Discuss the objectives of cash flow analysis.

19. From the following information, calculate the p/v Ratio:

                              Rs.

        Sales   12,00,000

        Profit   2,40,000

        Fixed cost   3,60,000

20. A factory worked for 5,000 labour hours during a week.200 hours were wasted due to power failure. The Sunday works done by the workers were equal to 6.000 standard hours. The standard rate per hour was Rs. 12. The actual wage rate was Rs. 15 per hour. Calculate the labour cost variance.

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A–10003

B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Fifth Semester

Business Administration

BUSINESS LAW

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What do you mean by contract?

2.   What is meant by an offer?

3.   What do you mean by co-ercion?

4.   What does a breach of contract mean?

5.   What is the difference between sale and agreement to sell?

6.   Who is an unpaid seller?

7.   Distinguish between principal and agent.

8.   What is Law of agency?

9.   What do you mean by a company?

10. What are the contents of a Memorandum of Association?

Part B (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the importance of commercial law.

Or

(b) What are the essentials of a valid contract?

12. (a) Explain the various types of misrepresentation.

Or

(b) Discuss the purpose of indemnity clause in a contract.

13. (a) Explain the doctrine of caveat emptor

Or

(b) What are the factors to be considered while transferring a property?

14. (a) What are the duties of an agent?

Or

(b) Explain the various liabilities of a principal.

15. (a) Discuss the different types of companies.

Or

(b) What are the essential elements of a company?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Why is consideration essential in contract? Explain.

17. Does fraud invalidate a contract? Discuss.

A–10004

18. What are the rights of an unpaid seller?

19. Describe the different types of agent.

20. What are the documents needed for a company formation? Explain.

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A–10004

Sub. Code
4BBAE1A

B.B.A DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Fifth Semester

Business Administration

Elective: TOURISM MANAGEMENT

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Distinguish between travel and tourism.

2. Mention any two forms of tourism.

3. Define the term international tourism.

4. What do you mean by culture?

5. Mention any two functions of NTA.

6. What is the expansion of ITDC?

7. What do you mean by surface transport?

8. State any two advantages of computerized reservation system.

9. Define the term franchise.

10. What is known as publicity?

Part B (5 × 5 = 25)

Answer **all** the questions, choosing either (a) or (b).

11. (a) Briefly explain the history of travel and tourism during the medieval period.

Or

(b) What are the factors that motivate travel?

12. (a) Write a note on any one tourist attraction in Tamil Nadu.

Or

(b) Explain the role of tourism in foreign exchange.

13. (a) What are the major activities done by the department of tourism?

Or

(b) Describe the objectives of ITDC.

14. (a) Explain the functions of travel agents.

Or

(b) What are the advantages of automation in travel industry?

15. (a) Explain the different types of tourist accommodation.

Or

(b) What is the role of hotel industry in tourism promotion?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. What are the barriers to travel? Describe.

17. Explain the factors influencing tourism development.

A–10005

18. Describe the process of tourism planning.

19. What are the functions of International Air Transport Association?

20. Explain the various financial concessions and incentives given by the government to the hotel industry in India.

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A–10005

A–10006	Sub. Code
	4BBAE1B

B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Fifth Semester

Business Administration

Elective – RURAL MARKETING

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What are the products dealt in rural markets?

2.   Give the classification of rural consumers.

3.   Define consumer behaviour.

4.   What do you mean by motivating rural consumers?

5.   Define the term Primary retail.

6.   What do you mean by terminal market?

7.   Give examples for non-agricultural products in rural markets.

8.   Define marketing margin.

9. How is cooperative marketing beneficial to farmers?

10. Name few financial institutions providing finance to rural marketing.

Part B (5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Briefly explain the nature of rural marketing.

Or

(b) Discuss the potential of rural markets in India.

12. (a) Write a note on the attitude of rural consumers.

Or

(b) How to develop sales force in rural markets?

13. (a) Explain the role of State Trading in rural market.

Or

(b) Write a note on the methods of sale in rural markets.

14. (a) Enumerate the classification of Agricultural products.

Or

(b) List out the functions of Agricultural Marketing processing facilities.

15. (a) What are the advantages of co-operative marketing?

Or

(b) Discuss the development of co-operative marketing in India.

A–10006

Answer any **three** questions.

16. Explain the environmental factors affecting rural marketing.

17. Suggest the ways to motivate rural consumers.

18. Explain the physical distribution system in rural markets.

19. Describe the role of Agricultural Price Commission.

20. Explain the role of Co-operative agencies in marketing.

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B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary / Improvement / Arrear Examinations

Business Administration

Fifth Semester

Elective : SERVICE MARKETING

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define: Goods.

2.   What is industrial service?

3.   What is service layout?

4.   What is benchmarking?

5.   What is Product mix?

6.   What is Place mix?

7.   What is franchising?

8.   What is channel of distribution?

9.   What is General insurance?

10.   What is Electronic Banking?

Part B (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the role of service marketing in Indian economy.

Or

(b) Bring out the characteristics of services.

12. (a) Explain blueprinting.

Or

(b) What are the factors to be considered in designing service process?

13. (a) Explain Marketing Mix.

Or

(b) What are the elements of service marketing mix?

14. (a) What are the uses of franchising?

Or

(b) Explain the role of service intermediaries in service marketing.

15. (a) Explain the advantages of insurance.

Or

(b) Discuss the need and scope of marketing vocational education.

2 **A–10007**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Define service. Explain the reasons responsible for the growth of service industry in Indian and Global context.

17. Explain with example the steps involved in blueprinting of service.

18. Discuss the different elements of promotion mix which help in making promotional measures more effective.

19. Explain the factors governing location in service marketing.

20. Explain the difference between traditional banking and online banking services.

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A–10007

A–10008	Sub. Code
	4BBAE2B

B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Fifth Semester

INSURANCE MANAGEMENT

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define "Life Insurance".

2.   Define `Endowment Policy".

3.   What do you mean by Risk Sharing?

4.   What is meant by Declaration?

5.   Define "Contingency".

6.   Define "Loss".

7.   What do you mean by Legal Consideration?

8.   What is meant by misleading claims?

9.   Who is called as a Client?

10. State the key objectives of GIC.

Part B   (5 × 5 = 25)

Answer **all** the questions, choosing either (a) or (b).

11. (a) Explain the primary functions of Insurance.

Or

(b) How would you classify the insurance policies according to duration?

12. (a) How would you successfully predict the Risk?

Or

(b) Differentiate the types of insurance contract.

13. (a) What are the important warranties of Marine Insurance?

Or

(b) How would you classify the Marine insurance?

14. (a) Draw out the structure of the GIC.

Or

(b) Write briefly about the objectives of claim tribunal.

15. (a) List out the qualities of Insurance Surveyor.

Or

(b) How the Insurance Surveyors are helping in claim settlement?

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. Write down the awareness level of the Indian general public on insurance.

17. What are the various methods available in Risk Management? Explain.

2   **A–10008**

18. Explain the various types of Marine Insurance policy.

19. Explain the various types of Fire Insurance.

20. Discuss the merits and limitations of compulsory motor vehicle insurance.

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A–10008

B.B.A DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Sixth Semester

Business Administration

INVESTMENT MANAGEMENT

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define: Equity Shares.

2.   Define: Right Shares.

3.   What is Initial Public Offering?

4.   What is SEBI?

5.   Define: Risk.

6.   Define: Return.

7.   Define: Capital.

8.   Define: Capital Market Theory.

9.   Define: Security Analysis.

10.   Define: "Closed End Companies".

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Distinguish between Investment and Speculation.

Or

(b) Explain different types of Shares.

12. (a) Explain the functions of New Issue Market.

Or

(b) Explain the functions of SEBI in securities market.

13. (a) Explain various types of Risk.

Or

(b) Explain Efficient Market Theory.

14. (a) Explain Arbitrage Pricing Theory.

Or

(b) Explain Portfolio Construction.

15. (a) Explain Portfolio Revision.

Or

(b) Distinguish between closed ended and open ended investment companies.

A–9667

Part C $(3 \times 10 = 30)$

Answer any **three** questions.

16. Explain the Investment avenues available for investors in India.

17. Discuss the present scenario relating to Capital Markets.

18. What are the company factors considered in Fundamental Analysis?

19. Explain the Markowitz Portfolio Theory.

20. What are the different models of evaluating a portfolio?

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B.B.A DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Sixth Semester

Business Administration

FINANCIAL MANAGEMENT

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define "Finance".

2.   What is Optimum Capital Structure?

3.   What is Cost of Equity?

4.   What is Gross Working Capital?

5.   Define "Risk".

6.   What is Cost of Preference Shares?

7.   What is Budgetary Control?

8.   What is Cash Budget?

9.   What is Pay Back Period?

10.   What is Opportunity Cost?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) What is Profit Maximisation?

   Or

   (b) Discuss the scope of Financial Management.

12. (a) The Market price of a share is Rs.140 and a company plans to pay a dividend of Rs.9 per share. The growth in dividends is estimated at the rate of 10%. Find out the cost of equity capital.

   Or

   (b) Explain the sources of working capital.

13. (a) Explain Cost of Debenture before tax and after tax

   Or

   (b) Explain weighted average cost of capital.

14. (a) Explain various types of Budgets.

   Or

   (b) Explain the advantages and disadvantages of cash management.

15. (a) Explain Average Rate of Return (ARR)

   Or

   (b) Discuss the various capital budgeting techniques.

A–9668

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain 'Profit Maximisation Vs Wealth Maximisation".

17. Discuss how the cost of capital enters in to the process of evaluating capital budgeting proposals.

18. Explain the different types of preference shares.

19. Prepare Flexible Budget for overheads on the basis of the following data. Ascertain the overhead rates at 50%, 60% and 70% capacity.

Particulars	At 60% capacity (Rs.)
Variable Overheads:	
Indirect material	6,000
Indirect labour	18,000
Semi-variable overheads	
Electricity (40%)	30,000
Repairs (20%)	3,000
Fixed Overheads	
Depreciation	16,500
Insurance	4,500
Salaries	15,000
Total Overheads	93,000

Estimate Direct labour hours 1,86,000.

3 | **A–9668**

20. A project needs an investment of Rs.1,38,500. The cost of capital is 12%. The net cash inflows are as under:

Year	Rs
1	30,000
2	40,000
3	60,000
4	30,000
5	20,000

Calculate the IRR and suggest whether the project should be accepted or not.

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A–9668

B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Sixth Semester

Business Administration

INTERNATIONAL MARKETING

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is meant by Domestic marketing?

2. Define Outsourcing.

3. Who are the parties to a bill of exchange?

4. What is Commercial invoice?

5. Define Letter of credit.

6. Mention the different types of letter of credit.

7. State the importance of marketing research in international market.

8. What do you mean by adaptation?

9. What is international pricing policy?

10. Why is promotion important in marketing?

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Briefly explain the scope of international marketing.

Or

(b) Describe the recent trend in India's foreign trade.

12. (a) Discuss briefly the steps involved in the export of a product.

Or

(b) Explain the different types of bills of lading.

13. (a) Briefly explain the salient features of New Export Import Policy.

Or

(b) Describe the modus operandi of letter of credit.

14. (a) What are the factors affecting global consumer behaviour?

Or

(b) How do standardization and adaptation apply to international marketing?

15. (a) Describe the factors affecting channel decisions in international marketing.

Or

(b) State the advantages of MNCs.

A–9669

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the problems in international marketing.

17. Briefly explain about the Statutory and Operational documents required for exporting.

18. Explain the various incentives available for exports.

19. What are the advantages and disadvantages of adaptation?

20. Explain the different pricing policies for global market.

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B.B.A. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Sixth Semester

Business Administration

Elective: RETAIL MANAGEMENT

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define the term retailing.

2. What is telemarketing?

3. What do you mean by retail strategy?

4. Give the meaning of Corporate chains.

5. What is store design in retail?

6. What do you mean by layout?

7. What is known as Electronic Data Interchange?

8. Define the term Data Warehousing.

9. What is global retail?

10. Who is the largest global retailer?

Answer **all** questions.

11. (a) What are the factors influencing retailing?

Or

(b) Why retail is a smart career choice?

12. (a) Explain the components of retail strategy.

Or

(b) Write a note on discount stores.

13. (a) State the objectives of good store design.

Or

(b) Suggest measures to reduce inventories in retail stores.

14. (a) Describe the role of Foreign Direct Investment in retail.

Or

(b) Discuss the challenges to retail developments in India.

15. (a) Why do retailers seek to enter global markets?

Or

(b) What are the factors affecting the success of global retailing strategy?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the different types of retail formats.

17. Describe the strategic retail planning process.

18. How do you design a retail store layout?

19. Explain the evolution of retail in India.

20. Enumerate the challenges and threats in global retailing.

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A–9670

U.G. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Business Administration

Allied – ENTREPRENEURSHIP

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Distinguish between entrepreneur and entrepreneurship.

2. How does an entrepreneur differ from a manager?

3. What do you mean by entrepreneurial growth?

4. What is the need of an entrepreneurial development programme?

5. Define the term entrepreneurial competency.

6. State any two reasons for the success of women entrepreneurs.

7. What do you mean by the term project?

8. What are the stages in project life cycle?

9. Mention various types of project evaluation.

10. What are the steps involved in the process of project evaluation?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain different kinds of entrepreneurs.

Or

(b) Discuss the role of entrepreneurs in economic development.

12. (a) What are the factors that affect entrepreneurial growth?

Or

(b) Explain the objectives of entrepreneurship development programme.

13. (a) How do you develop entrepreneurial competency? Explain.

Or

(b) Discuss various entrepreneurial traits.

14. (a) What are the characteristics of a project?

Or

(b) What are the responsibilities of a project manager?

15. (a) Write a note on various sources of finance for taking up a project.

Or

(b) Explain the significance of a project report.

2 A–10151

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Describe the steps involved in entrepreneurial development.

17. Explain the course content in an entrepreneurship development programme.

18. "Women entrepreneurs are also successful in par with men". Discuss.

19. Discuss the different stages in project formulation.

20. Prepare a project report on your own as per the guidelines given by planning commission.

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A–10151

U.G. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Business Administration

Allied — MODERN BANKING PRACTICES

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   What do you mean by commercial banks?

2.   What is known as credit creation?

3.   Define the term material alteration.

4.   What is known as crossing of cheques?

5.   What do you mean by joint account?

6.   Distinguish between a club and an association.

7.   What is the difference between debit card and credit card?

8.   What do you mean by offshore banking?

9.   What is meant by mortgage?

10. Define the term hypothecation.

Part B (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the objectives of village adoption schemes by banks?

Or

(b) Write a note on unit banking.

12. (a) What are the rights of a bank customer?

Or

(b) Explain the characteristics of a cheque.

13. (a) Describe the various types of account holders

Or

(b) Explain the procedure for operating a bank account hold by a minor.

14. (a) What are the duties of a paying banker?

Or

(b) Explain the advantages of mobile alert in banking.

15. (a) Distinguish between secured and unsecured loans.

Or

(b) How do you get a lien removed?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the functions of RBI.

17. Is negotiable instrument a legal tender? Discuss.

A–10152

18. Discuss the advantages and disadvantages of a joint stock company.

19. Describe the various innovations in banking.

20. Discuss the various modes of lending.

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A–10152

A–10153	Sub. Code
	4BBAA3

U.G. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Business Administration

Allied — ADVERTISING AND SALES PROMOTION

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all the** questions.

1.   Define advertising media.

2.   Give examples for outdoor advertising.

3.   What is meant by Advertising budget?

4.   What is copy writing?

5.   Define advertising layout.

6.   What is lithography printing?

7.   Distinguish between recruitment and selection.

8.   Define sales quota.

9.   What is marketing communication?

10. What is guarantee?

Part B $(5 \times 5 = 25)$

Answer **all** questions, choosing either (a) or (b).

11. (a) State the objectives of advertising.

Or

(b) Write a note on transportation advertising.

12. (a) Briefly explain the types of Advertising appeals.

Or

(b) Describe the elements of copy writing.

13. (a) State the functions of advertising layout.

Or

(b) What are the types of advertising campaigns? Explain.

14. (a) Sales force management is important. Why?

Or

(b) What are the factors to be considered while fixing the sales territories?

15. (a) What are the characteristics of persuasive communication?

Or

(b) State the advantages of packing.

Part C $(3 \times 10 = 30)$

Answer any **three** questions.

16. Explain the different forms of media.

17. Discuss the services offered by Advertising agencies.

2 | A–10153

18. Explain the procedure for designing an advertisement layout.

19. Briefly explain the training methods applicable to salesmen.

20. Explain the methods of sales promotion.

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A–10153

U.G. DEGREE EXAMINATION, APRIL 2021 &

Supplementary/Improvement/Arrear Examinations

Business Administration

Allied — HUMAN RESOURCE MANAGEMENT

(CBCS – 2014 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define the term personnel management.

2.   What do you mean by human resource planning?

3.   What is known as recruitment?

4.   Define job design.

5.   What do you mean by job evaluation?

6.   Distinguish between on the job and off the job training.

7.   What do you mean by demotion?

8.   Define the term performance appraisal.

9.   What is known as industrial democracy?

10.   Define the term grievance.

Part B $(5 \times 5 = 25)$

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the objectives of HRM?

Or

(b) Explain the significance of HRP.

12. (a) Discuss the steps involved in selection process.

Or

(b) Briefly explain the various techniques used in job analysis.

13. (a) Explain the various methods of job evaluation.

Or

(b) Describe the importance of training and development.

14. (a) What are the principles of wage and salary administration?

Or

(b) What are the different types of promotion?

15. (a) Explain the features of collective bargaining.

Or

(b) What are the essentials of grievance handling?

Part C $(3 \times 10 = 30)$

Answer any **three** questions.

16. How do you distinguish between HRM and personnel management?

17. Discuss the various types of interview.

2 A–10154

18. State the objectives of executive development.

19. What are the traditional methods of performance appraisal?

20. Explain the various forms of workers, participation in management.

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